

Tobacco Surveillance Report

October, 2007

Support for the Montana Clean Indoor Air Act Grows

This month is the second anniversary of the Montana Clean Indoor Act (CIAA), which went into effect for most buildings open to the public on October 1, 2005. Montanans expressed strong support for the CIAA in the Adult Tobacco Survey conducted between October 1, 2005 and January 31, 2006. The survey was conducted again between October 2006 and February 2007. Support has increased for many aspects of the CIAA.



Montana Law Prohibits Smoking in This Establishment

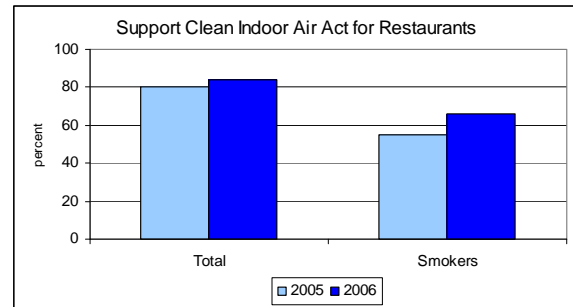
Montana Department of Public Health & Human Services
Title 50, Chapter 40, MCA

The Montana Tobacco Use Prevention Program (MTUPP) collaborates with the national Centers for Disease Control and Prevention to conduct the Montana Adult Tobacco Survey (ATS) each year. This is a population-based survey of adults living in residences with landline telephones. Participants were selected anonymously through random-digit dialing. Nearly 2,500 people agreed to participate in the survey in 2006. They ranged in age from 18 through 97 years. Participants resembled the total state population in sex, age, and race distribution but had slightly more education than the population as a whole.

In the 2005 and 2006 surveys, participants were asked whether they supported the CIAA as it applies to public buildings and restaurants at this time and as it will apply to bars, taverns, and casinos starting in October 2009. They were asked if the smoke-free laws would make it more or less likely for them to patronize restaurants and bars.

The Montana Clean Indoor Air Act prohibits smoking in all public buildings and restaurants. Do you approve strongly, approve somewhat, disapprove somewhat, or disapprove strongly of this law?

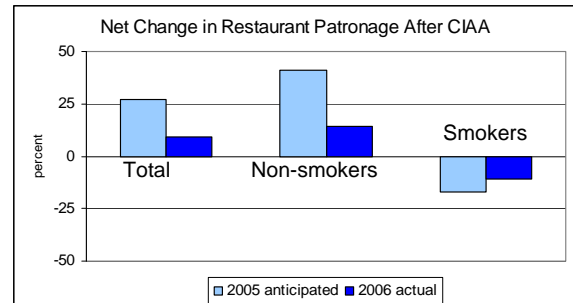
Support for the CIAA as it currently applies to public buildings and restaurants remains high: 84% of all respondents approved strongly or approved somewhat of the law. It is especially encouraging that this support increased substantially among smokers, from 55% in 2005 to 66% in 2006 ($p < .05$).



As a result of this law, in the past year have you eaten out in restaurants more often, less often, or has the law not affected how often you go out to eat?

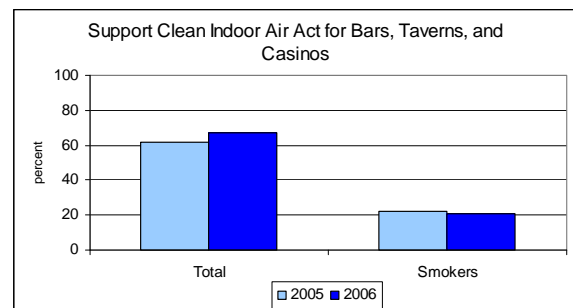
In spite of concern that the CIAA might have an adverse impact on business for restaurants, more than half of all respondents said it had no effect on how often they ate out. The net change in eating out, computed as the number of respondents who said they ate out more often minus those who said they ate out less often, was positive overall and positive among non-smokers. Although the anticipated net change among smokers was -17% in 2005 (that is, smokers expected to decrease their restaurant patronage by 17%), the actual decrease among smokers was only -11%. Because only 17% of respondents were smokers, the net change

in restaurant patronage overall was a 9% increase in 2006. This is less than the 27% increase anticipated in 2005 but is nonetheless a positive change.



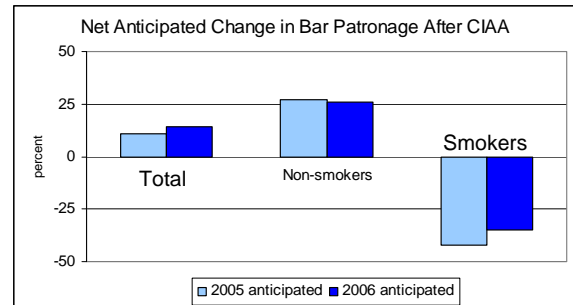
In October 2009, the Montana Clean Indoor Air Act will also prohibit smoking in bars, taverns, and casinos. Do you approve strongly, approve somewhat, disapprove somewhat, or disapprove strongly of this law?

Support for the CIAA as it will apply to bars, taverns, and casinos in October 2009 increased to 67% in 2006. In contrast to the increased acceptance of the CIAA for restaurants among smokers, no significant change occurred among smokers for the CIAA as it will apply to bars.



When the law prohibiting smoking in bars, taverns, and casinos takes effect, will you be more likely to visit them, less likely to visit them, or will the law not affect how often you will visit bars, taverns, and casinos?

Overall, there has been an increase in the net anticipated bar patronage after the CIAA goes into effect, from 11% in 2005 to 14% in 2006. In 2005, smokers anticipated a -42% decrease in bar patronage, but in 2006 they anticipated only a -35% decrease. Nevertheless, because only 17% of respondents were smokers, there is an anticipated increase of 14% in bar patronage as a result of the CIAA taking effect in October 2009.



A surprising result of the 2006 survey was substantially increased support for the CIAA for restaurants among smokers, from only 55% in 2005 to 66% in 2006 ($p < .05$). Furthermore, a 17% decrease in restaurant patronage was anticipated by smokers in 2005, but only an 11% decrease was reported in 2006. Because only 17% of respondents were smokers, the actual decreases in restaurant patronage among smokers did not result in an overall decrease in patronage. There was a net increase in restaurant patronage of 9% in 2006, explicitly attributed by respondents to the CIAA.

Although most smokers continue to disapprove of the CIAA for bars, their anticipated decrease in bar patronage moderated: they anticipated a 42% decrease in 2005 but only a 35% decrease in 2006. Because smokers are in the minority, their resistance to smoke-free bars did not have a substantial negative effect on anticipated bar patronage. In fact, there was an anticipated net increase in bar patronage of 14% in 2006.

The 2005 Montana Adult Tobacco Survey was conducted concurrent with the initial implementation of the Clean Indoor Air Act. That survey showed substantial support for the new laws, largely in anticipation of their effects. The 2006 survey, conducted after the completion of one year of implementation, showed continued high and generally increasing support for the Montana Clean Indoor Air Act.

Full reports about the Montana Adult Tobacco Surveys are available at www.tobaccofree.mt.gov under the publications link.

Please visit our website, www.tobaccofree.mt.gov

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